

# **EXHIBIT 5**



**HERNIA SOLUTIONS**

Together for life

# Worldwide “Lightweight” Mesh Strategy Overview

February 12, 2007

## Agenda

- **“Lightweight” Mesh Strategic Overview**
- **Marketing & Technology sub-Strategies**
- **Marketing & Technology Teams**
- **Timelines & Deliverables**

The term “Lightweight” is currently under revision and will be reflected in quotes throughout the presentation to denote this effort.

## “Lightweight” Mesh Strategic Overview

### “*Lightweight*” Mesh

#### Marketing *sub-Strategy*

- Global Position
- Value Proposition
- Points of Differentiation

#### Technology *sub-Strategy*

- Technology Standards
- Product Features & Benefits (definition)
- Clinical / Patient Outcomes
- Evidence Generation

**Marketing *sub*-Strategy Team**

**To position ETHICON Hernia Solutions as the leading voice and partner in hernia repair**

Global Core Team Member	Region
Sandy Babey Bob Breech	Project Co-Leader, WW Project Co-Leader, USA
JD Delaney	USA
Gillian Jamieson	EMEA
Dana Mendenhall	Worldwide
Jerry Podrebarac	Canada
GSW	Worldwide

\* All regions represented on Extended Team

## Technology *sub*-Strategy Team

- To position **ETHICON Hernia Solutions** as the leader in hernia repair technology

Global Thought Leader Members	Function / Region
Dr. Schumpelick	Moderator / Aachen
Dr. Corcione	Italy
Dr. Heniford	USA
Dr. Klinge	Aachen
Dr. Klosterhalfen	Germany
Dr. Parra Davila	LA/USA
French GYN – TBN	France
Petra Koehler	Project Leader, EP R&D
Dana Mendenhall	Worldwide Marketing
Agency	TBD

\* AP regional representation: TBD

## **“Lightweight” Mesh Strategy Timeline & Deliverables**

### **Marketing** *sub-Strategy*

- **Global Strategy Meeting**
- February 5, 2008 (Kick-off)
- **Meeting Focus:**
  - **Alignment**
    - Strategy
    - Strategic Execution
    - Brand Name Selection
    - Nomenclature and terminology Insights
- **Global Messaging and Concept Testing**
  - mid March 2008

### **Technology** *sub-Strategy*

- **Global Thought Leader Consensus Meeting**
- Q1 2008
- **Surgeon Driven / Industry Sponsored**
- **Meeting Focus:**
  - Technology Assessment and Definition
  - Evidence Generation

## *Winning the “Battle” in the Mind of the Surgeon...*

